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Consumer PURCHASES OF FRUITS AND JUICES

in APRIL

1955



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

May 1955

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice, and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN APRIL 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders purchased about 5,600,000 gallons of frozen concentrated juices during April 1955--a little over 10 percent more than was reported in April 1954. This increase was primarily the result of larger purchases of frozen concentrated orange juice. Slightly larger purchases of frozen concentrated grape juice also were reported during the month.

The outstanding development in household purchases of concentrated juices was the sharp increase in purchases of frozen concentrated lemonade compared with a year earlier.

Consumers purchased almost 7,240,000 cases (equivalent No. 2 cans) of canned single-strength juices during April 1955, almost 5 percent more than a year earlier. Increased purchases of canned grapefruit juice, pineapple juice, and prune juice were almost entirely responsible for this increase. Lower prices, compared to a year earlier, were reported paid for only grape, pineapple, and prune juices.

Although consumers bought smaller quantities of fresh oranges and canned single-strength orange juice, total purchases of oranges, on a fresh equivalent basis, were almost unchanged from a year earlier because of increased purchases of frozen concentrated orange juice. Prices paid for fresh oranges averaged slightly higher than a year earlier.

On a fresh equivalent basis, consumers purchased a slightly larger quantity of grapefruit but a slightly smaller quantity of lemons during April 1955 compared with April 1954. Purchases of both fresh grapefruit and grapefruit juice were slightly larger than a year earlier. Slightly smaller purchases of fresh lemons and canned lemon juice were offset somewhat by increased purchases of frozen concentrate for lemonade.

Moderately higher prices were paid for fresh grapefruit, but slightly lower prices were paid for fresh lemons in April compared with April last year. Prices paid for frozen concentrated lemonade were somewhat lower than a year earlier.

FROZEN JUICES AND ADES

Householders' purchases of frozen concentrated juices during April 1955 were almost unchanged from the preceding month but were slightly more than 10 percent larger than a year earlier (fig. 1). This increase was primarily the result of purchases by a larger number of families.

Consumers reported purchasing a moderately larger volume of frozen concentrated orange juice during April 1955 than during the same month a year earlier. Although the average quantity reported purchased by buying families was slightly smaller than a year earlier, an increase in the number of families buying more than offset this reduction. Consumers reported paying an average price of 15.2 cents for a 6-ounce can of frozen orange juice concentrate during April 1955 (table 2). This was almost 1.5 cents higher than a year earlier and 0.5 cents higher than in the preceding month, March 1955.

Consumer purchases of frozen concentrated grape juice during April 1955 were slightly higher than in the preceding month as well as a year earlier. The proportion of the Nation's families reporting purchases of this product was also slightly larger than during either the preceding month or the same month a year earlier. Prices paid by consumers averaged slightly lower than during April 1954 (table 2).

Almost a two-fifth larger volume of frozen concentrate for lemonade was purchased by householders during April 1955 than a year earlier. Weighing heavily in this increase was the purchase of larger amounts of this product per buying family. Purchases of frozen concentrate for lemonade during April 1955 were almost two-thirds larger than during the preceding month. Prices paid were only slightly lower than the preceding month but were almost 2 cents a 6-ounce can lower than in April 1954 (fig. 5).

Canned single-strength orangeade was purchased in larger volumes during April 1955 compared with a year earlier. More families bought this product, and those buying purchased larger quantities than during April 1954. Prices reported paid averaged almost a cent lower per 46-ounce can than a year earlier.

Unlike purchases of single-strength orangeade, purchases of shelf-pack concentrate for orangeade during April 1955 were almost a tenth smaller than a year earlier. Although buying families reported larger purchases during this month than a year earlier, this increase was more than offset by a decline in the number of families making purchases. Prices reported paid for shelf-pack concentrate for orangeade were almost unchanged from a year earlier (table 2).

CANNED JUICES

Household consumers reported slightly larger purchases of canned single-strength juices during April 1955 than in the same month of 1954. Slightly fewer families reported purchases of a canned juice, but those buying reported larger purchases than a year earlier. Prices paid by consumers averaged higher for all canned juices except grape, pineapple, and prune juices, which were lower (table 1).

Household purchases of canned single-strength orange juice in April 1955 were slightly smaller than in April 1954. Fewer families purchased this juice and the average purchases per family were smaller than a year earlier. The average price paid--30.2 cents per 46-ounce can--was slightly higher than a year earlier.

Consumers bought more canned single-strength grapefruit juice during April 1955 than during the same month a year earlier, despite the fact that the average price paid was about 2.5 cents a 46-ounce can higher than in April 1954. Compared with April a year ago, slightly fewer families bought grapefruit juice but purchases per buying family were larger.

During April 1955, household purchases of orange-grapefruit blended juice were almost the same as a year earlier, but were down slightly from the preceding month, March 1955. Prices paid averaged almost 1.5 cents a 46-ounce can higher than during April 1954. In April 1955, consumers paid 2.5 cents more for a 46-ounce can of single-strength orange juice but 2.5 cents less for grapefruit juice than for the same quantity of orange-grapefruit blended juice.

Canned and bottled lemon juice purchases in April 1955 were slightly smaller than a year earlier. Fewer families reported purchases and those buying purchased smaller quantities than during April 1954. Prices paid averaged 13.7 cents a 5-1/2-ounce can, up 1 cents from a year earlier.

Purchases of canned pineapple juice were equal to about 1,427,000 cases (equivalent No. 2 cans) in April 1955. This quantity was almost two-fifths larger than that purchased in April 1954. Pineapple juice was purchased by almost 15 percent of U. S. families during the month, the largest proportion of families purchasing any canned single-strength juice except tomato juice. Prices paid by householders averaged almost 4.5 cents a 46-ounce can lower than a year ago.

Consumers bought almost 282,000 fewer cases (equivalent No. 2 cans), or about 14 percent less, of tomato juice during April 1955 than a year earlier. Prices paid by consumers averaged 26.8 cents a 46-ounce can, almost a cent higher than in April 1954. Fewer

families purchased tomato juice in April 1955 and the average amount purchased by families was smaller than a year earlier.

Purchases of prune juice during April 1955 were moderately larger than in April 1954. Prices paid were slightly lower.

Household purchases of grape juice were almost a fifth smaller than during April 1954. Prices paid were only slightly lower than a year earlier.

FRESH CITRUS FRUIT

Householders bought about 2,970,000 boxes of oranges in April 1955. This total was down almost 4 percent from April 1954. Purchases of Florida oranges by householders--1,380,000 boxes--were nearly a tenth smaller than in this month last year. Purchases of California-Arizona oranges, however, were about 6 percent larger than a year earlier.

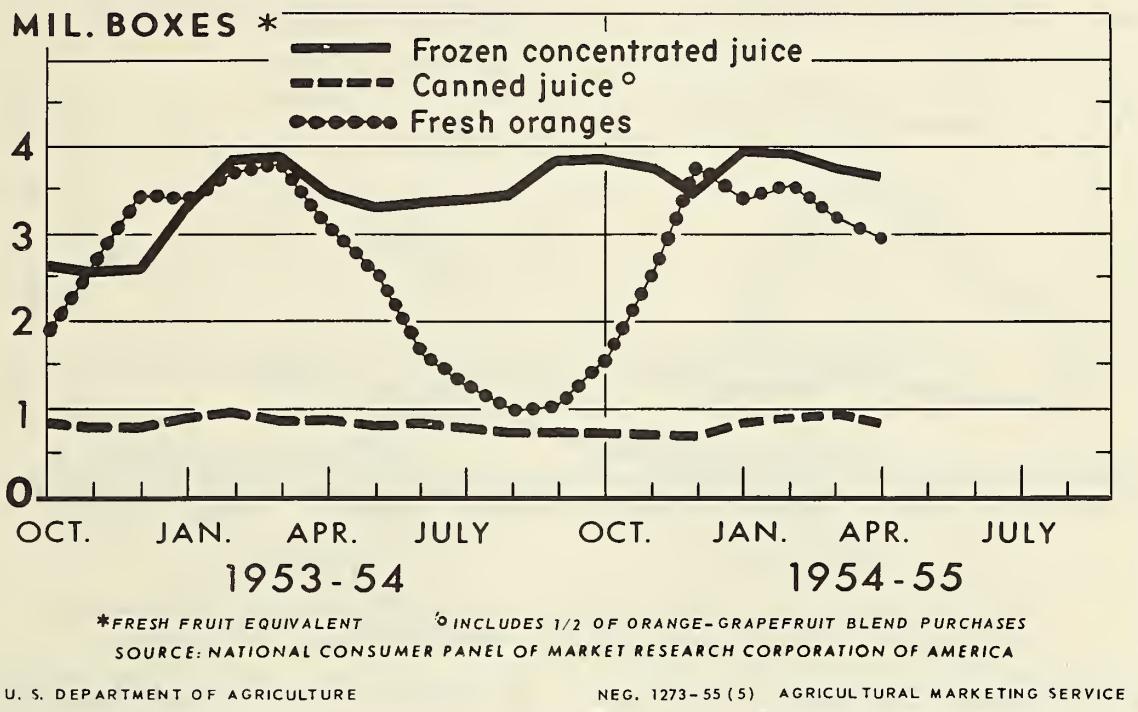
During April 1955, almost 22 percent of the Nation's families reported purchases of California-Arizona oranges and about 20 percent reported purchases of Florida oranges. This represents about the same proportion of families buying California-Arizona oranges as a year earlier but slightly fewer families buying Florida oranges.

Consumers paid about a cent less per dozen for California-Arizona oranges, but a cent more per dozen for Florida oranges than in April 1954 (table 3).

Householders' purchases of fresh grapefruit during April 1955, measured on a box basis, were slightly larger than in April a year ago. The purchasers paid an average of 82.9 cents a dozen, up 5 cents from last April (fig. 7). Slightly fewer families bought fresh grapefruit, but purchases, on a box basis, of families buying were slightly larger than a year earlier.

Consumers reported buying 307,000 boxes of fresh lemons during April compared with 321,000 boxes a year earlier. This decrease in purchases was a result of a decline in number of families buying, since buying families reported slightly larger purchases during April 1955 than in the same month last year. Prices paid were slightly lower than a year earlier.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

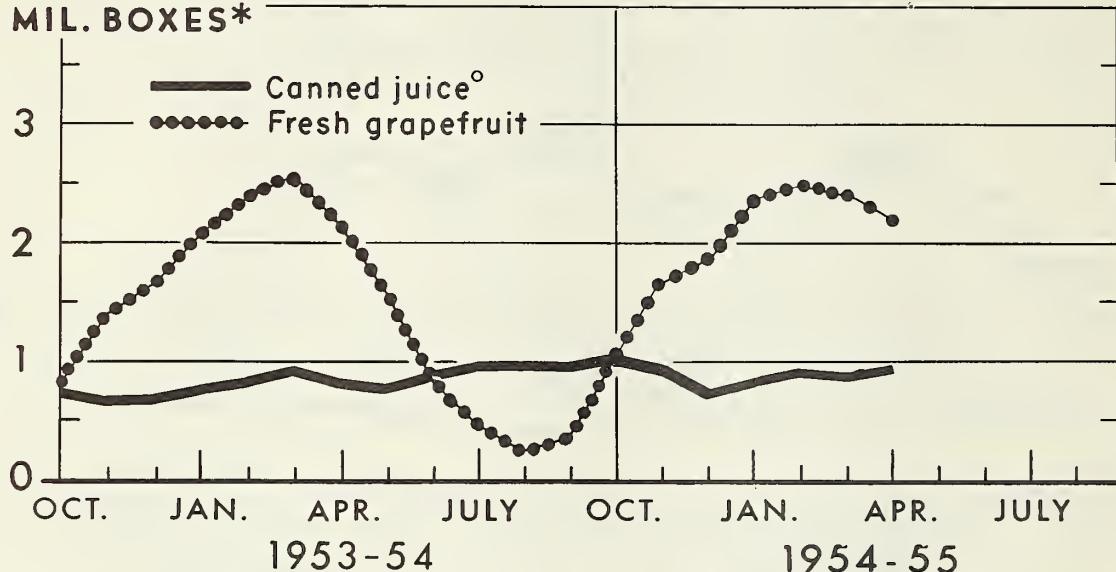
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1954-55 boxes	1953-54 boxes	1954-55 boxes	1953-54 boxes	1954-55 boxes	1953-54 boxes	1954-55 boxes	1953-54 boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,574	1,825	3,850	2,633	722	809	6,146	5,267
December	2,518	2,626	3,769	2,559	713	773	7,000	5,958
October-December 2/	3,764	3,459	3,486	2,591	711	773	7,961	6,823
January	8,612	8,552	11,917	8,367	2,299	2,556	22,828	19,475
February	3,400	3,383	3,984	3,326	830	891	8,214	7,600
March	3,555	3,702	3,972	3,843	897	955	8,424	8,500
October-March 2/	3,181	3,808	3,775	3,885	912	828	7,868	8,521
April	19,543	20,371	24,599	20,486	5,177	5,491	49,319	46,343
May	2,965	3,096	3,685	3,459	841	862	7,491	7,417
June	2,585	2,585	3,285	3,285	794	794	6,664	6,664
October-June 2/	1,632	2,215	3,336	3,336	821	821	5,789	5,789
July								
August								
September								
Season 2/								
	1,293	996	3,399	3,462	795	721	5,487	5,181
	1,011	3,843	3,843	3,843	730	730	5,584	5,584
	31,759		42,995		10,674		85,428	

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 2

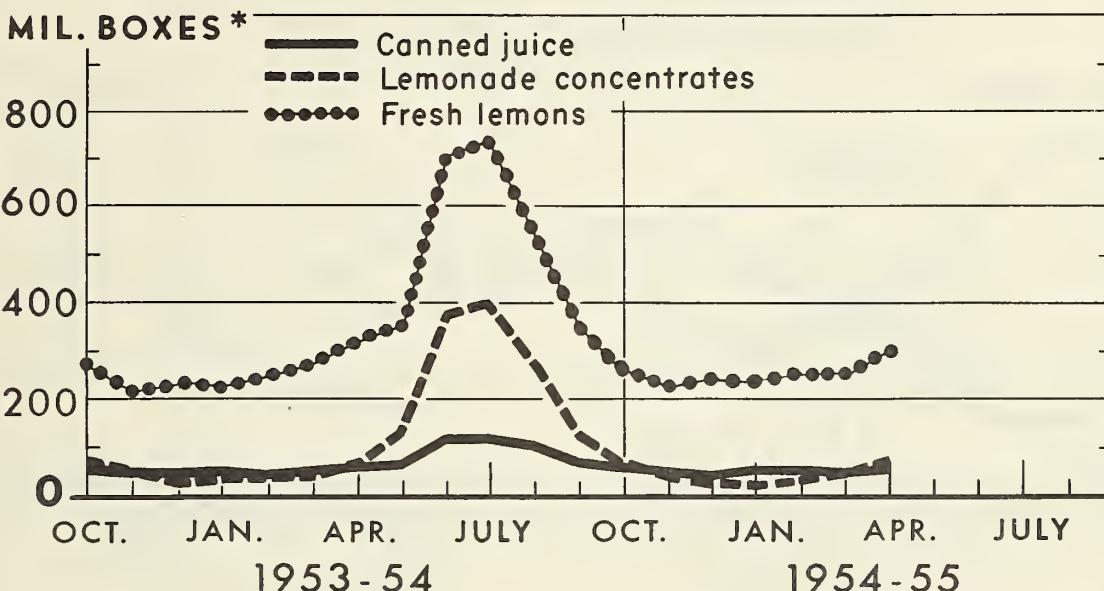
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
October	1,000	1,000	1,000	1,000	1,000	1,000
November	boxes	boxes	boxes	boxes	boxes	boxes
December	1,053	836	1,037	724	2,090	1,560
October-December 2/	1,694	1,411	911	665	2,605	2,076
January	1,895	1,688	725	676	2,620	2,364
October-March 2/	5,121	4,331	2,847	2,191	7,968	6,522
February						
March	2,330	2,092	882	745	3,212	2,837
April	2,498	2,302	907	802	3,405	3,134
May	2,387	2,579	887	915	3,274	3,494
October-March 2/	12,995	12,027	5,734	4,371	18,729	16,898
June						
July	2,162	2,122	924	811	3,086	2,933
August	1,561	1,326	767	842	2,328	1,668
September	326	16,858	7,431	7,431	24,289	24,289
Season 2/	16,858	17,933	10,634	10,634	28,567	28,567

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-55 (4) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
	1954-55		1953-54		1954-55		1953-54		1954-55	
	1,000 boxes	.1,000 boxes	1,000 boxes	.1,000 boxes	1,000 boxes	.1,000 boxes	1,000 boxes	.1,000 boxes	1,000 boxes	.1,000 boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	25	29	26	316	301
October-December 3/	735	774	161	153	120	135	132	141	1,078	1,068
January	234	223	51	49	26	29	27	32	312	304
February	251	246	48	42	29	27	31	32	330	320
March	252	278	46	50	41	33	43	35	341	363
October-March 3/	1,583	1,591	318	308	224	231	241	248	2,142	2,147
April	307	321	54	60	68	55	72	61	433	442
May		352		67		124		135		554
June		706		119		346		378		1,203
October-June 3/		3,078		577		828		897		4,552
July		738		120		373		399		1,257
August		545		102		247		266		913
September		352		61		111		121		534
Season 3/		4,543		881		1,622		1,749		7,473

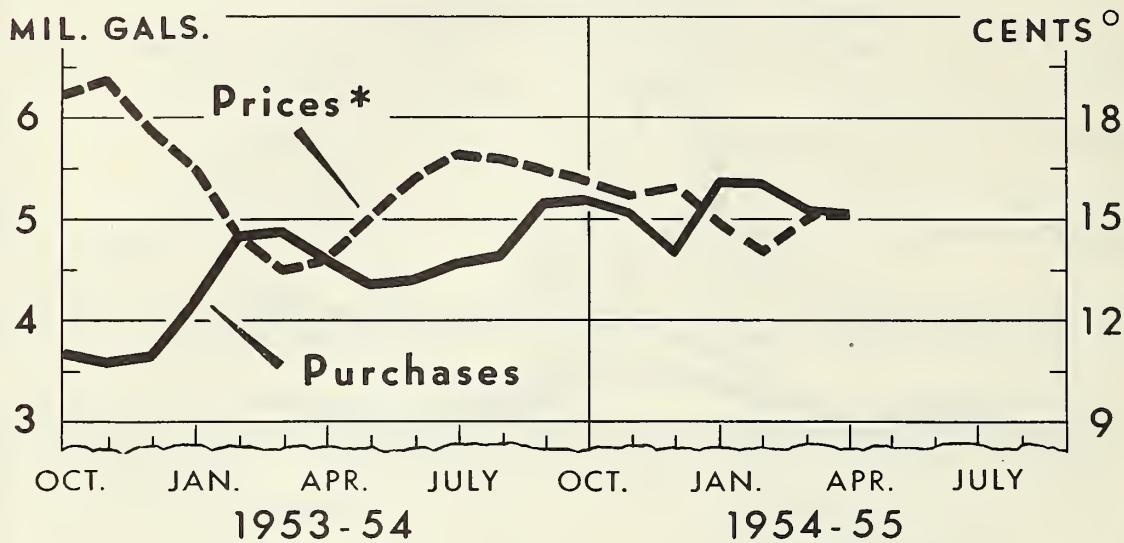
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

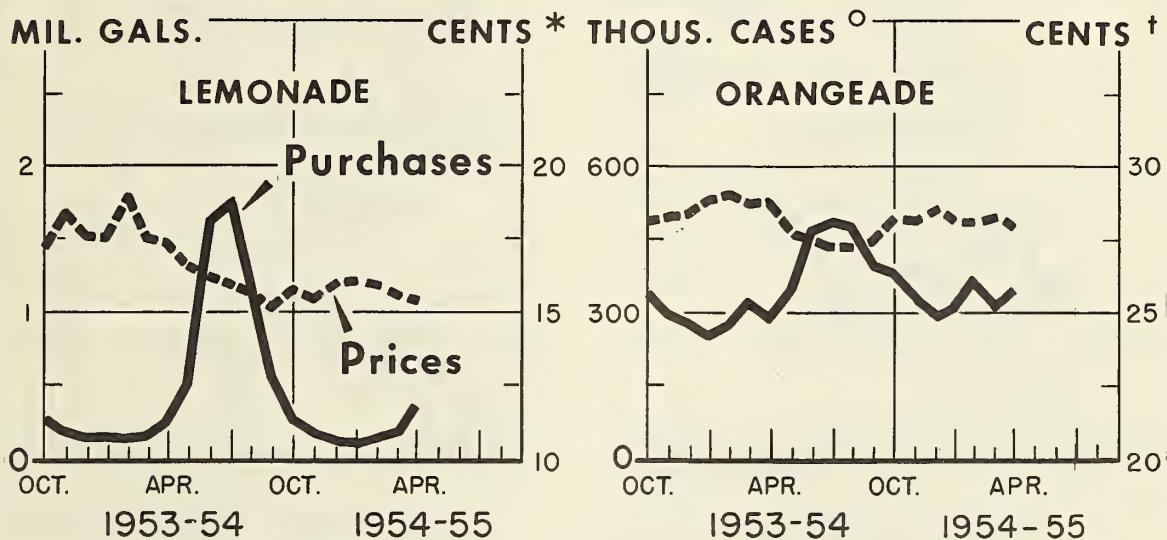
Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	5,161	3,688	16.1	18.6
November	5,052	3,584	15.7	19.1
December	4,673	3,629	15.9	17.7
October-December <u>1/</u>	15,974	11,718		
January	5,377	4,189	14.9	16.5
February	5,360	4,840	14.0	14.6
March	5,094	4,893	2/14.8	13.4
October-March <u>1/</u>	33,089	26,981		
April	5,090	4,570	15.2	13.8
May		4,339		15.1
June		4,407		16.2
October-June <u>1/</u>		41,393		
July		4,556		16.9
August		4,641		16.8
September		5,152		16.4
Season <u>1/</u>		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

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FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

* PER 6 OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46 OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

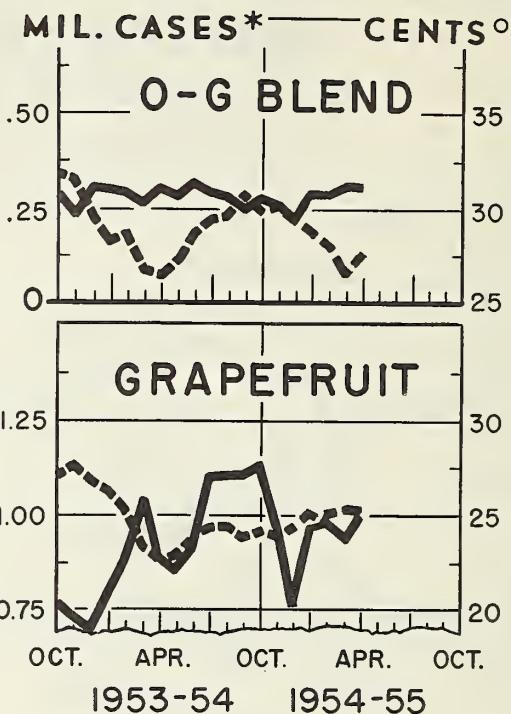
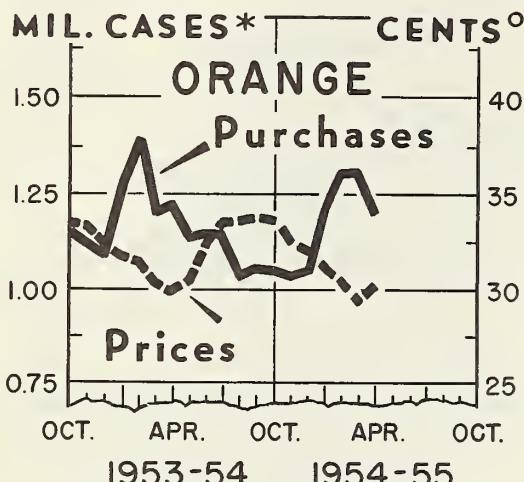
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	214	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/	568	559			1,070	966		
January	121	121	16.2	17.5	306	254	28.1	28.8
February	136	114	15.9	18.9	361	272	28.0	29.0
March	194	139	15.5	17.4	311	317	28.2	28.7
October-March 2/	1,061	956			2,136	1,922		
April	321	230	15.3	17.3	348	285	27.9	28.8
May	514			16.5	350		27.7	
June	1,638			16.2	464		27.4	
October-June 2/	3,540				3,150			
July	1,769			15.9	488		27.2	
August	1,172			15.7	478		27.2	
September	525			15.1	390		27.3	
Season 2/	7,303				4,633			

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's

○ PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

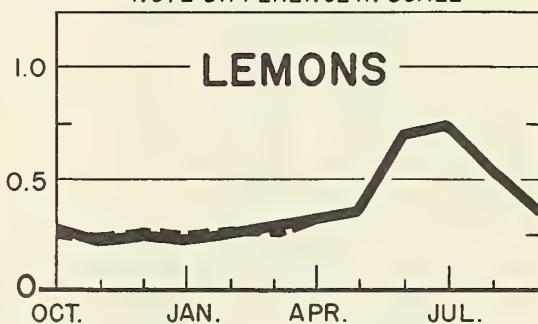
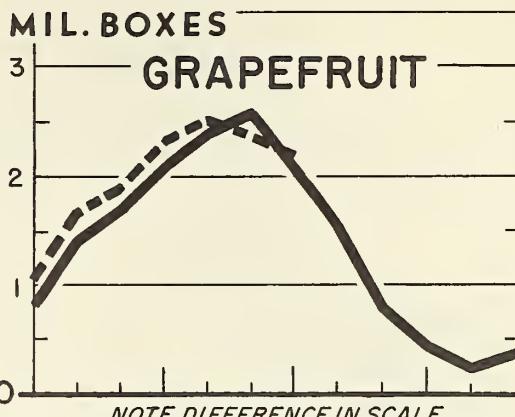
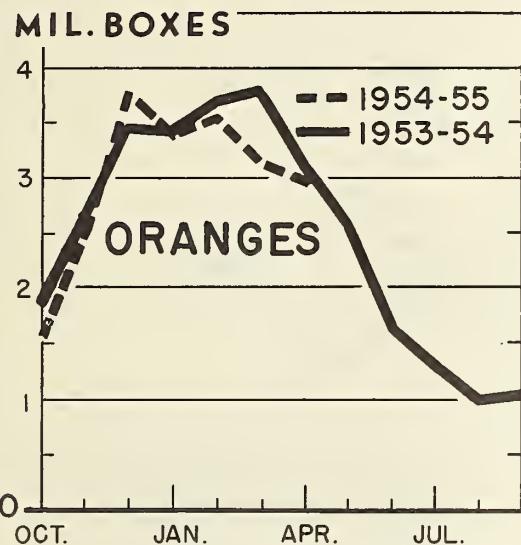
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	cases 1/	cases 1/	per 46 oz. can	per 46 oz. can	cases 1/	cases 1/	per 46 oz. can	per 46 oz. can	cases 1/	cases 1/	per 46 oz. can	per 46 oz. can
1954-55	1,000	1,000	1953-54	1954-55	1,000	1,000	1953-54	1954-55	1,000	1,000	1953-54	1954-55
October	1,054	1,155	33.4	33.4	1,127	754	24.1	27.1	276	295	29.9	31.8
November	1,043	1,128	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
December	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235	314	29.4	29.4
October-December 2/	3,381	3,618			3,060	2,323			824	914		
January	1,212	1,285	31.0	31.7	952	804	25.1	26.1	285	300	28.6	28.1
February	1,321	1,391	30.4	31.3	984	880	24.6	25.2	283	294	28.1	28.5
March	1,326	1,203	29.5	30.1	939	1,041	25.2	23.3	322	262	26.5	26.8
October-March 2/	7,591	7,832			6,157	5,306			1,795	1,852		
April	1,190	1,225	30.2	29.8	1,006	884	25.2	22.5	312	310	27.7	26.3
May	1,133					845				274		27.2
June	1,149					913				329		28.5
October-June 2/	11,667					8,119				2,825		
July		1,146		33.5		1,103		24.2		284		29.6
August		1,032		33.5		1,105		24.3		274		29.5
September		1,058		33.8		1,106		23.8		249		30.7
Season 2/		15,201				11,710				3,712		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH CITRUS FRUIT

Consumer Purchases



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1279-55 (5) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,574	1,825	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
December	3,764	3,459	35.1	36.7	1,895	1,688	74.9	82.5	243	232	45.0	47.0
October-December 1/	8,612	8,552			5,121	4,331			785	774		
January	3,400	3,883	37.1	37.6	2,330	2,092	74.2	78.2	234	223	46.2	47.5
February	3,555	3,702	37.3	38.1	2,498	2,382	73.4	73.9	251	246	44.0	46.0
March	3,181	3,868	39.8	38.8	2,387	2,579	78.4	73.4	252	278	42.9	45.8
October-March 1/	19,543	20,371			12,995	12,027			1,583	1,591		
April	2,965	3,096	42.2	41.2	2,162	2,122	82.9	77.9	307	321	41.3	43.8
May	2,585		44.2		1,561		83.0		352		43.7	
June	1,632		47.6		826		90.0		706		44.1	
October-June 1/	28,215				16,558				3,078			
July	1,293		50.1		442		97.9		738		42.7	
August	998		54.1		237		110.4		545		42.5	
September	1,011		54.2		348		105.5		352		43.2	
Season 1/	31,759				17,933				4,843			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore an additional week is included in the cumulative purchase totals for each 3-month period.

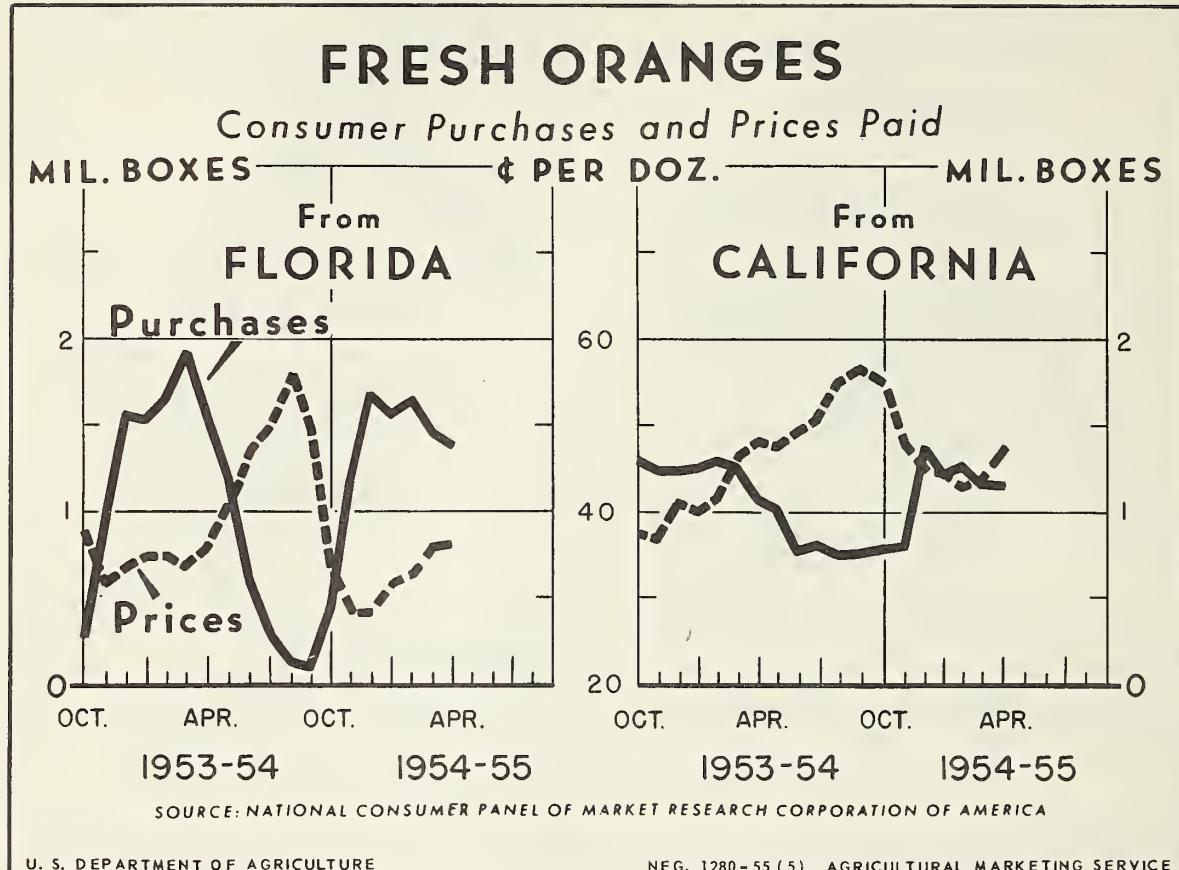


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/	3,660	3,141			3,271	3,999		
January	1,560	1,529	31.4	34.6	1,234	1,236	44.4	40.1
February	1,632	1,671	32.7	34.9	1,261	1,307	43.0	41.7
March	1,471	1,921	35.8	33.4	1,170	1,245	43.8	46.5
October-March 1/	8,704	8,679			7,206	8,128		
April	1,380	1,537	36.7	35.6	1,125	1,061	47.8	48.6
May		1,166		41.1		1,010		47.1
June		600		47.0		763		49.2
October-June 1/		12,220				11,167		
July		291		49.7		806		50.9
August		112		55.8		740		54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.- Canned single-strength juices and ades: U. S. total consumer purchases and average price, April 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit		
					Purchases		Quantity per purchase		Unit	1955	1954
	1955	1954	1955	1954	1955	1954	1955	1954			
			1,000	1,000							
	Percent	Percent	cases 1/	cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.8	11.4	1,190	1,225	1.7	1.8	57.9	59.0	46	30.2	29.8
Grapefruit	8.4	8.7	1,006	884	1.6	1.6	66.4	66.0	46	25.2	22.5
Orange & grapefruit blend	3.2	3.5	312	310	1.4	1.4	60.6	62.6	46	27.7	26.3
Lemon	2.5	2.8	47	50	1.2	1.3	14.1	14.1	5-1/2	13.7	12.7
Grape	4.4	4.5	177	213	1.3	1.4	27.8	31.1	24	34.8	35.2
Pineapple	14.6	12.5	1,427	1,009	1.5	1.5	56.7	51.9	46	27.1	31.6
Prune	7.0	7.0	561	504	1.9	1.7	38.3	36.3	32	32.2	33.0
Tomato	18.8	21.7	1,742	2,024	1.6	1.7	53.3	53.4	46	26.8	25.9
Total 2/	48.5	49.5	7,236	6,904	2.6	2.8	51.0	50.2			
Canned ades											
Orangeade	2.9	2.5	348	285	1.8	1.8	61.0	58.8	46	27.9	28.8

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

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Table 2.- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, April 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit		
					Purchases		Quantity per purchase		Unit	1955	1954
	1955	1954	1955	1954	1955	1954	1955	1954			
			1,000	1,000							
	Percent	Percent	gallons	gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	30.5	29.0	5,090	4,570	2.3	2.4	19.5	19.6	6	15.2	13.8
Grape	4.7	4.6	319	309	1.6	1.7	11.6	10.7	6	20.9	21.7
Other concentrates	1/	1/	257	202	1/	1/	14.6	12.5	6	15.0	16.2
Total	32.4	31.5	5,666	5,081	2.5	2.6	18.5	18.4			
Concentrated ades											
Frozen											
Lemonade	4.0	3.6	321	230	1.5	1.4	14.7	12.5	6	15.3	17.3
Shelf pack											
Orangeade	1.3	1.7	131	147	1.7	1.6	15.7	12.6	6	16.6	16.5

1/ Information not available.

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Table 3.- Fresh citrus fruit: U. S. total consumer purchases and average price, April 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	21.6	22.0	1,125	1,061	1.9	2.0	12.1	12.0	47.8	48.6
Florida	19.6	21.2	1,380	1,537	2.0	2.2	14.1	13.4	36.7	35.6
Unidentified	10.0	10.3	433	453	1.6	1.6	11.7	11.6	41.1	39.9
Total 1/	43.3	44.0	2,965	3,096	2.2	2.3	12.7	12.6	42.2	41.2
Grapefruit										
California-Arizona	3.1	4.0	184	272	1.6	1.7	5.8	6.6	76.3	63.8
Florida	17.5	18.5	1,237	1,233	2.0	2.2	5.1	5.0	83.0	80.8
Unidentified	12.1	10.6	613	522	1.5	1.6	4.8	4.8	84.7	78.7
Total 1/	30.0	31.8	2,162	2,122	2.1	2.2	5.1	5.1	82.9	77.9
Lemons										
	22.0	24.0	307	321	1.5	1.6	6.7	6.1	41.3	43.8
Total 2/	59.9	61.1	5,456	5,556	3.2	3.5	9.4	9.0	48.6	48.3

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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